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PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX. NEW YORK, DECEMBER 27, 1893. No. 26.

About Ben Advertiser.

About Ben Advertiser—nervy man !
Awoke one night to study o'er his plan ;
When, behold ! a vision lighted his room,
Making it rich like a lily in bloom ;
And he saw outlined in the presence there
The pale face of a once proud millionaire,
Who, ere he had put on his ghostly guise,
For many years was wont to advertise
In The San Francisco Examiner.

The vision now wrote in a book of gold.
Exceeding nerve had made About Ben bold,
And to the advertiser's ghost he said :
" Still writing ads ? " The vision shook its head,
And answered, with a look which banished jest :
" Names of advertisers whom wealth hath blessed."
" And is mine one ? " eagerly asked About ;
With a frown came the answer, " Nay, not so."
Then About spoke low, as one who would serve,
(For the words of the presence broke his nerve),
But cheerly still, and said : " I pray thee, then,
Write me as one of those ill-fated men
Who never let up, O vision most wise,
After once they begin to advertise
In The Examiner, of San Francisco."

The vision wrote and vanished. The next night
It came with a great awakening light,
And showed the names whom mighty wealth had blessed,
And lo ! About Ad's name led all the rest.
And he is still in The Examiner.

Daily, 64,625 ; Sunday, 75,347 ; Weekly, 79,740.

W. R. HEARST, Proprietor.

W. J. RITCHIE, Eastern Agent, 186 World Building, New York.

PERMANENT. EVERLASTING. WIDESPREAD.

No forced circulation, no chromos, no books, no guessing contests, no prizes—circulation based on merit, and as solid as the everlasting hills. Local papers are natural advertising mediums, because they **MUST** be read, while other publications **MAY** be read. The Atlantic Coast Lists are made up of local papers exclusively. 1400 of them, and one electrotpe for them all.

134 LEONARD STREET, NEW YORK CITY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. IX.

NEW YORK, DECEMBER 27, 1893.

No. 26.

AN ADVERTISING HISTORY.

By Chas. S. Stemp.

(Managing Proprietor Guy's Tonic Company, London.)

The advertising history of Guy's Tonic is that of an article which I am not afraid to call a good one. It has been brought into a position highly satisfactory to its proprietors, worked up to a sale by no means contemptible, by a course of small rather than large newspaper advertising, carefully planned, carefully watched, and carefully followed up. As it is only the exceptional merchant who can afford to spend money lavishly, this fact may not altogether be a detriment to any small interest which an account of our progress may possess for my fellow readers of PRINTERS' INK.

The discoverer of Guy's Tonic, a medical man in successful practice saw the need of a tonic medicine outside the routine irons and quinnies, elegant, palatable, harmless yet strengthening, particularly to the digestive organs. Having evolved a remedy with these characteristics, it was decided in 1886 to advertise it in a small way. The medicine had at once a moderate success, and one advertisement used is worth mentioning specially.

A certain weekly newspaper was at that time desirous of extending its popularity by distributing sample copies and back numbers. The proprietor of Guy's Tonic made arrangements for considerable space in the journal alluded

to, himself undertaking the expense and supervision of distributing free copies in return for the further publicity gained.

This proved a good investment, but the advertising was not vigorously taken in hand until November, 1889, when a partnership, modified only a few months ago, was inaugurated. A regular and systematic stand was then begun to be made for Guy's Tonic. We commenced with small spaces in some of the religious weeklies, *The Christian Herald*, *Christian World*,

Christian and one or two others, and in some of the penny newspapers having large circulations, such as *Reynolds' Newspaper* and *Lloyd's News*. The bulk of our advertising for some time was in religious papers, and from February, 1890, on we kept to very much one policy in the preparation of our advertisements. Though we changed copy a good deal, our settings were all marked by a free use of white marginal space,

and we endeavored to identify ourselves with the one particular face of type shown recently in PRINTERS' INK. It was not a type of our own, because this would have kept us from getting it in papers that will not take blocks, but we hammered away at it, always getting as near it as we could, until I think we have in most people's eyes a certain loosely-defined property in it.

March, 1890, the month after we began this style, was the best we had yet had, and though I daresay the fig-



C. S. STEMPE.

ures would have seemed insignificant enough to a large advertiser, we were, I remember, very pleased with them at the time. But the growth of the sales during the succeeding twelvemonth was the most remarkable feature in the whole history of the preparation. The sales for March, 1891, were *forty-two times* as much as those of March, 1890. We went on extending our lists gradually and taking larger spaces. Up to November, 1892, we continued to sink further capital each year in addition to reinvesting the profits made on sales. The fourth year, however, showed a clear profit. The amount was, as a matter of fact, a very satisfactory percentage on the whole capital expenditure from the very start. Even now we do not call ourselves big advertisers, yet it is very pleasing to report that our sales are still steadily and largely increasing. Export business is also arriving, although at present we do very little foreign advertising. We have used and do use wall posters sometimes. You can only tell roughly what they are worth, but they help indirectly by giving the retailer confidence in the stability of the business. I think they are useful also in supplementing the effect of the distribution of pamphlets, if exhibited in the same districts at the time the distribution is being done. Posters alone would not, in my opinion, sell a single bottle of any medicine, but they are in some circumstances valuable as an aid to newspaper advertising.

We have used pamphlets and handbills very largely, distributing them from house to house and also sending them by post to applicants answering newspaper advertisements. An offer of the "little book" has always been a feature in our policy, and one advertisement, headed "What to eat and what to avoid," has been quite extensively used. This aims only at producing such replies. This form of advertising is not cheap, but if the pamphlet can be trusted to do its work it is effective. I may say that a calculation showed recently that every application for our book cost about a shilling in newspaper advertising to bring it. This is an average. We sometimes had a little "fat," as in the case of a small ad which was inserted in *The Review of Reviews*. The first insertion alone brought over two thousand requests that we could definitely trace to this one announcement. The series, which I may say also was modeled on a prin-

ciple often insisted upon by different writers in *PRINTERS' INK*, namely, the advantage of sustaining and keeping up the interest of readers, proved a remarkable success. That the interest was so sustained was shown by numerous letters received in the later period of the series asking for copies of the earlier "points."

I became a reader of *PRINTERS' INK* in January, 1891. It has ever since been my guide, philosopher and friend in advertising matters. We all value highly the practical suggestions and ideas with which it teems. The former have often to be adapted to different conditions here, but the principles it indicates and the methods advocated in its columns are of ever varying interest and usefulness.

As to the general advertising question I have said enough already to show a practical living faith in its value. But in almost any advertising business the sales made directly by the advertisements would not keep the shop open. The advertisement is the introduction of the article; if good, it will make its way permanently with every one who buys it from the advertisement. Advertising needs persisting in and renewing, because customers need reminding, even of a good article, and even if there is no competition. I would regard it as a positive waste of money to spend it on advertising an article that was not good.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

AERICAN GARDENING wants advertisements.

TWO dollars, sent now, will pay for *PRINTERS' INK* till Jan. 1, 1896.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

RUN a paper of your own. Costs but \$1 a week. Plan free. Samples, 5c. WIT, Peoria, Ill.

TIME, money saved ALL business men for asking. A. H. SWANK MFG. CO., Fremont, O.

YOUNG man would like employment illustrating. Address "X. Y. Z.," care *Printers' Ink*.

JOB printer, reliable, accurate; estimate, take charge, up-to-date. "J.," 19 Saunders Av., Phila.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

AGENTS to sell the Persian Corn Cure as a side line. Send for free sample bottle. MONROE COHN, 332 W. 51st St., New York.

()RANGE grove in Southern California for exchange for paying newspaper. Address "Redlands," 1210 F St., Washington, D. C.

If you want a first-class newspaper manager or circulator, address "A." Printers' Ink, N. Y.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

ILLUSTRATED features for newspapers. Artistic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

CUTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed. Send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

WHO DOES YOUR EMBOSsing! Elegant designs in catalogue covers. Send for samples and prices. GRIFFITH, AXTELL & Cady CO., fine catalogue printers, Holyoke, Mass.

ALL sorts and conditions of advertising and other novelties desired, wanted, required. Sample and price (cash against B. L.) to HENRY COWE, Quayside, Berwick-on-Tweed, England.

WANTED TO BUY—An agricultural paper. Give full particulars, when established, sworn circulation, character advertising patronage, price, etc. address ELMER H. DEARKE, care J. L. Stack Co., St. Paul, Minn.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to THE ASSOCIATED INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

CASH—The advertiser wishes to buy a good newspaper property in a town or city of not less than 15,000 people. Not particular as to locality, although the West is preferred. The advertiser proposes to pay cash down, and those responding to this advertisement will kindly state the lowest cash price. Correspondence will be regarded as confidential. None but good property, however, will receive attention. Address 304 Penn Bldg., Pittsburgh, Pa.

A SILVER SPOON FREE! PRINTERS' INK likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Address PRINTERS' INK, 10 Spruce St., New York.

PREMIUMS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

WANTED by Advt. Dept. AMERICAN GARDENING.

"BOX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

NEWSPAPER Premiums. Largest line, lowest prices. ARIEL BOOK CO., 113 Market St., Philadelphia.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

\$2 PAYS for PRINTERS' INK till 1896.

ADDRESSES and occupations of 3,296 taxpayers of Holt county, Missouri, in book form. Price, two dollars. Address D. P. LEWIS, Recorder of Deeds, Oregon, Missouri.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

CIRCULATING library, 800 volumes, very cheap. HUBBARD, Lakeport, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

AT one-half price, nearly new Balcock Dispatch No. 7. THE DAY, New London, Conn.

ESTABLISHED monthly paper, 7,000 subscribers, with or without plant, cheap. HUBBARD, Lakeport, N. H.

25,000 FRESH addresses, original letters, lots to suit, \$2 per 1,000. HUBBARD, Lakeport, N. H.

COPYRIGHT of individual time book, plates and stock on hand, cheap for cash. Printer can make money. HUBBARD, Lakeport, N. H.

PATENT for changeable advertising signs, very cheap. Printer with a font of wood type can make money. HUBBARD, Lakeport, N. H.

A LIMITED number of copies of Fowler's "Business Building" at \$2.00, postpaid. Publisher's price, \$3.75. E. B. CLARK, 1009 Curtis St., Denver, Colo.

IMPOSING stones, two marble, 28x80, and coflins. Worn only where quins have tracked. Chases used were 5x30. Will sell cheap. HEBER WELLS, 8 Spruce St., New York.

NEW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG CO., Box 375, Ridgewood, N. J.

SEVERAL lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. A. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

TILL 1896 for \$2—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—My one-half interest in the printing and stationery establishment of Andrews & Busse. Fine paying business and nicely located. For a practical printer this is the best. Address SAMUEL ANDREWS, Toledo, Ohio.

FOR SALE, CHEAP—Model book and job printing establishment in the "Boom City" of the country. Inventories about \$40,000, including 8 cylinder presses. Will sell at "slaughter" price, and make special terms. Write for descriptive circular. NIAGARA PRINTING CO., 357-365 Seventh St., Buffalo, N. Y.

FOR SALE—Our circulation having troubled within the past three years, we are compelled to offer at any publisher's price, our 4-8 page web perfecter and outfit. Cost us \$7,000 three years ago, and is offered only because we must purchase a faster machine. Will easily print, cut, count and fold 5,000 eight-page or 10,000 four-page papers per hour, either 6, 7 or 8 columns, and can be seen running in our office any afternoon. Write or call and make us an offer. EVENING HERALD COMPANY, Binghamton, N. Y.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

TRY AMERICAN GARDENING.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

CHAS. AUSTIN BATES, 630 Vanderbilt Bldg., New York. "Ads that sell goods."

A VERBAL "wiggle" to a business bait will often catch the eye and interest of a very cautious "fish." JED SCARBORO, Station W, Brooklyn.

MY PRICES on retail ads go up January 1. Regular customers may have the old rates during '94, and that will include those with whom I arrange between now and New Year's day. After that I will take no new work at less than \$1 an ad. I would like to contract for '94 with a few more retailers who will use from 4 to 26 ads per month at the rate of 50 cents an ad. I can handle the work of probably six or eight more and would prefer them to be in the lines of shoes, groceries, jewelry, furniture and pianos. CHAS. AUSTIN BATES, 630 Vanderbilt Bldg., New York. "Ads that sell goods."

MISCELLANEOUS.

ST. NICHOLAS.

LEVEY'S INKS are the best. New York.

ADVERTISE in AMERICAN GARDENING.

VAN BIBBERS
Printers' Rollers

TO regulate the stomach and bowels, take a RIFANS TABULE.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

ELECTROTYPES.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

SEND one of your metal base cuts and receive sample duplicate of same, mounted on lightweight metal base. E. T. KEYSER, 5 Beekman St., N. Y.

ADVERTISERS use the Cellotype because they are made of celluloid, hence are very light and can be sent by mail at small expense; are more durable than electrotype and equal to a brass die. Cellotypes and cellotyping machinery, manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Magnificent catalogue, 25 cents. AMERICAN ILLUSTRATING CO., Newark, N. J.

NEWSPAPER INSURANCE.

\$2 PAYS for PRINTERS' INK till 1896.

INSURE present and future business by using ST. NICHOLAS.

ON CIRCULATION—What made London *Tribune*? How did *Answers* reach 700,000? *Pearson's Weekly* nearly a million! New York *Press* and *Advertiser* increase 300 per cent in a year! Only one answer—FREE INSURANCE! THE COUPON COMPANY, No. 173 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

ADVERTISING AGENCIES.

ALL indorse ST. NICHOLAS.

FURNISH rates for AMERICAN GARDENING.

GEO. W. PLACE—NEWSPAPER ADVERTISING. 52 Broadway, New York.

GEO S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York

100 LEADING dailies, circ. 4,000,000; \$8 rate. FLETCHER ADV. AGENCY, Cleveland, O.

IF you have in mind placing a line of advertising anywhere, address B. L. CRANS, Room 4, No. 10 Spruce St., N. Y. City.

IF you intend to advertise in any manner in the U. S., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

IF you wish to advertise anything anywhere at any time, write to the GEO. F. JEWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor. 150 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

TILL 1896 for \$2—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

ADVERTISING NOVELTIES.

IN AMERICAN GARDENING pays.

ADVERTISING rates invariable in ST. NICHOLAS.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

MAZZAROTH—Beautiful calendar in colors. Send stamp. BIGGS, Box 645, Louisville, Ky.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

WANTED—An advertising novelty suitable for horsemen, to cost five or ten cents each, in lots of a quarter of a million. Box 1342, Philadelphia.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

TO advertisers and printers: Four-Century Calendars can be sent for a cent, if sent alone. Can be sent for less than a cent, if sent with letter, and are best mediums known for advertising matter. Will be preserved by receiver. Sample and prices, five cents. JOHN KACHELMAN, JR., Evansville, Ind.

THEATER PROGRAMMES.

\$2 PAYS for PRINTERS' INK till 1896.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address ADOLPH STEIN, 113 E. 14th St., N. Y.

TO LET.

ADVERTISING space in ST. NICHOLAS.

AMERICAN GARDENING for first-class advertisements.

TILL 1895 for \$2—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1895. Address PRINTERS' INK, 10 Spruce St., New York.

SUPPLIES.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. TRY ST. NICHOLAS.

"PEERLESS" CARBON BLACK. For fine lines—unequaled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 15 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

CHEAP as dirt, fine as silk, 1,000 gold embossed letter heads. Best bond paper. With special design to order, \$9.95 complete. LONDON PTG. CO., Columbus, O.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ADVERTISING MEDIA.

ST. NICHOLAS.

SEATTLE TELEGRAPH.

THE Le Roy (N. Y.) GAZETTE is a first-class weekly newspaper.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

THE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

40 WORDS, 6 times, 30 cents ENTERPRISE, Brockton, Mass. Circulation, 7,000.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ. 3,116; largest, 9,000. 20c. a line.

OUR Southern Home, 40p. mo. Immigration journal. Cir'n large, advg rates low Hamlet, N.C.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 20 cents a line.

AMERICAN GARDENING is the best for seeds, plants or implements. Lowest rate for circulation in America.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LBANY, N. Y. TIMES-UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

DO you want to reach the Scandinavians? MINNEAPOLIS TIDENDE, Minneapolis, Minn., has 10,000 sworn circulation. Write for rates.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

THE Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application 10 S. 18th St., Phil'a., Pa.

HOMES and HEARTHS will be a winner for advertisers; 50,000 copies monthly, every copy circulated; 40c. line; yearly orders 32c. Send to WATTENBERG'S AGENCY, 21 Park Row, N. Y.

PANAMA STAR AND HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

THE value of WOMANKIND as an advertising medium is plainly evidenced by the letters received from advertisers telling the publishers of the large number of replies received in answer to their advertisements. GEO. S. BECK, 193 World Bldg., N. Y. City, Eastern Manager.

TO reach the Canadian buyers advertise in the Canada Newspaper List (59 papers). Proved circulation, 32,000 copies weekly. Special low rate to those who apply now for space. The largest advertisers in the U. S. use this list. Address for rates, etc., CANADA READY-PRINT CO., Hamilton, Can.

THE AMERICAN FARMER and FARM NEWS has—there is no doubt of it—the largest bona fide circulation of any monthly agricultural journal published anywhere in the world. The "ad" rates are very low, considering the character and extent of the circulation, and returns are certain as fate. GEO. S. BECK, 193 World Bldg., N. Y. City, Eastern Manager.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

MR. WM. B. REED, of Chambersburg, Pa., a leading rose-grower, and proprietor of the Chambersburg Nurseries, wrote, under date of October 30, 1893: "Of the fifty-seven papers used, PARK'S FLORAL MAGAZINE stands at the head of the list, yielding nearly seven times the cost of the insertion. With only two exceptions, none of the others yielded more than two times the cost of insertion, and forty-six of the papers did not pay cost of insertion. The list included Ladies' Home Journal and the leading magazines and horticultural journals of the country. Yours sincerely, WM. B. REED."

EVERY merchant wants a paper of some kind, to judge from our mail. Only one trouble, they cost too much. So, to avoid this, we have hit upon an 8 page paper; contains 6 pages of illustrations, jokes, etc., and the first and last pages left blank for the customer's advertisements. We ship in sheets, so that the publisher can print these 8 pages at home to his own taste. These do work up in very attractive style, and are selling well. Our price helps to rush them off—\$8.00 per 1,000. Just the thing for printers to keep in stock. We get them up new and fresh every month. December number is just out. Send orders to W. P. WHEELER, 132 Nassau St., N. Y.

CONSOLIDATION—The publisher of THE OLD HOMESTEAD, Atlanta, Ga., takes pleasure in announcing to the advertising public the purchase of The Southern Sunbeams and the consolidation of its extensive subscription list with the larger one of THE OLD HOMESTEAD. From its inception to the present time THE HOMESTEAD has been the only high-class magazine published in the new South and the great Southwest, and its growth in popularity has been such that it is to-day the welcome guest in thousands of the best Southern homes. By its absorption of The Southern Sunbeams its circulation receives a vast impetus, and places it among the most largely and widely circulated magazines of the country, vastly enhancing its value to advertisers. J. WARREN LEWIS, publisher.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

NEW YORK, DECEMBER 27, 1893.

THE power of the ten-cent piece is enormous. *Munsey's Magazine* has already reached a sale of one hundred and fifty thousand copies in a month.

THE *Sunday Republic*, published at Wilmington, Del., is the only one-cent Sunday paper of which PRINTERS' INK has any knowledge. For mail subscribers, however, its charge is a dollar a year.

THERE is a theory that advantage accrues from an advertisement being continued right along year after year. Some say that the third year in a paper will do as much good as the preceding two. Whether this be so or not we do not undertake to say, but it is PRINTERS' INK's experience that the man who advertises most boldly and most continuously is always the one who is least in doubt about the advisability of renewing an expiring contract. Every newspaper man quickly learns that his most liberal advertisers are most certain to find profit in it, and that it is the occasional advertiser and the picaresque one who is most likely to complain that the good resulting did not correspond to the cost.

"THE ONLY STRICTLY TRUTHFUL PAPER IN COLORADO."

This is the motto of the *Loveland Reporter*, a paper that also prints conspicuously the following standing notice:

When you go away from home, or have friends visiting you, or you are going to give a party or reception, or when your church or society contemplate any proceedings, or when you sell, buy or change your residence or business, or your son or daughter is married, or when your neighbor gets a new baby, or, in a word, if you know or hear of any item of interest to the public, bring or send it in, and the *Reporter* will very gladly publish it.

Whoever would make a successful local paper must work along the lines here indicated.

WHEN journalism was first introduced as a topic of instruction in scholastic institutions, the criticism was generally made that no college was capable of turning out ready-made newspaper men. It was the actual contact with newspaper work, said the fault-finders, that evolved the journalist, and schools of journalism were looked upon as little more than play. The first efforts at teaching newspaper work resulted in failure, probably because trained newspaper men were not in charge, and because there was a misapprehension on the part of the public as to what it was intended to accomplish. Earlier errors were remedied in later attempts, and schools for instruction in one of the most important of professions are now in a fair way to accomplish much good, although they have not been in existence long enough yet to observe the results. The motive idea is, however, sound. There is no more reason why a preliminary course of training should not be given in journalism than in law or medicine. West Point does not turn out veterans, but its value as a military training school is none the less esteemed. The most notable attempt to teach journalism is that at the University of Pennsylvania. The professor in charge, Joseph French Johnson (late publisher of the *Spokane Spokesman*), will shortly publish a magazine article on this subject, and his conclusions will, no doubt, throw much light upon a matter that has been made the subject of considerable newspaper discussion.

The idea is spreading, and other "schools of journalism" have been established. The Sprague Correspondence School, an institution at Detroit, Mich., which has been largely advertised, has established a department of journalism. They write us about it as follows:

We have thought that in the nature of things there is no reason why, if law, literature, language, etc., may be taught by the correspondence method, much that is essential to the successful journalist may not be taught in the same way. Unlike the school of journalism recently organized in the University of Pennsylvania, requiring a full four years' course, the first two years of which are devoted to the studies usually required in the freshman and junior years of the regular college course, we have an ambition in this school only to furnish instruction in what may be termed the purely practical subjects coming under the head of journalism.

Another school has been established by the publishers of a bright Boston monthly called the *Writer*. It attempts to give its pupils exactly such

daily experience as is gained on the editorial and reporting staff of a metropolitan newspaper.

Among the latest efforts in this direction is a "Course in Advertising," which has been introduced by the Wisconsin Business University, of La Crosse, and is in line with a suggestion made by a contributor to **PRINTERS' INK** some time ago. Its prospectus is introduced as follows:

Recognizing the fact that intelligent advertising is one of the most important essentials to commercial success, the Wisconsin Business University has decided to establish a course of instruction that will familiarize its students with the principles of advertising, and the methods and mediums in current use. The object of this course is not to graduate professional advertisement writers, but to enable our graduates to use this powerful factor judiciously and advantageously.

These various efforts show a certain demand. It is difficult to see how they can do harm, and it is easy to see how they can do much good.

MR. CHAS. K. HAMMITT informs us that Mr. C. G. Clarke, who engineered the Admiral Cigarette crusade, will hereafter be associated with his agency.

ADVERTISERS who use the cover pages of papers which are mailed without wrappers sometimes suffer from the negligence of the mailing clerk. The writer recently received a copy of a well-known journal on which the address label had been pasted in such a way as to completely vitiate the value of a big announcement on the back page. The advertiser's name appeared only once in the announcement, and the label had been dexterously slapped on in such a way as to completely blot out the name so, in at least one copy of the paper, that advertisement was absolutely valueless. Curiosity led to looking up other copies, and in that issue, as well as in subsequent ones, it was found that it was the custom to paste the address label indiscriminately over various portions of the advertisements. It is a question whether the advertiser would not be entirely justified in refusing to pay the bill. It is certainly the publisher's business to deliver the goods he has sold—that is, he is bound to give the full space contracted for, and see to it when address labels are used that they are properly pasted in the margin of the paper, where they will not injure the efficacy of anybody's advertisement.

A (WISCONSIN) BRESEE.

The American Newspaper Directory states the circulation of newspapers very much as the commercial agency rates mercantile credits. It being possible to tell the exact number of papers that have been printed, the Directory accepts a publisher's signed statement and guarantees its accuracy by a reward of \$100, paid to the first one who proves any such statement to have been untruthful. During the seven years that this system has been pursued a claim for the reward has been established only eight times, and no single State has furnished more than one instance of a report proved untrue. It now seems probable, however, that Wisconsin is to be accorded the distinction of furnishing two. In 1889 the reward was paid for the detection of the *Skandinavisk Tribune*, published at Madison, the following correspondence makes it pretty plain that a second reward will have to be paid for the case of the Montfort *Monitor*.

THE "MONTFORT MONITOR,"
BRESEE BROS., Proprietors,
MONTFORT, WIS., Jan. 16, 1893.

Geo. P. Rowell & Co.:

GENTLEMEN—We cannot give the actual number of copies each week for a year, but guarantee that no issue has been less than 650 copies. Respectfully,

BRESEE BROS.

MONTFORT, WIS., Dec. 8, 1893.

Geo. P. Rowell & Co.:

GENTLEMEN—I notice in the 1893 edition of the American Newspaper Directory, published by you, that the circulation of the Montfort *Monitor* is given at 650, the smallest edition issued within a year. I have worked in the *Monitor* office for nearly two years past, and know to a certainty that not one edition in that time has reached 650. As you offer \$100 reward for proof of an untruthful circulation report, I hereby claim the \$100 reward. I inclose a bill for ready prints, also a letter from the Chicago Newspaper Union, showing that fifteen quires only were ordered, making 360, instead of 650.

Respectfully,

R. D. QUICK.

MONTFORT, WIS., Dec. 16, 1893.

Geo. P. Rowell & Co.:

GENTLEMEN—Yours of December 16th, inclosing a letter from R. D. Quick, in which he claims the circulation of the *Monitor* was untruthfully reported, is received. The statement that not one edition in the past (nearly) two years has reached 650 copies proves nothing of itself. But if he has gotten into my private papers and taken a bill for ready-prints, showing that only fifteen quires were ordered, I have nothing more to say. Do with the matter as you see fit.

Respectfully,

A. BRESEE.

PERHAPS.

The London *Spectator* recently spoke of the *Pall Mall Gazette* as "perhaps the best of our evening papers." Note the "perhaps." PRINTERS' INK would be glad to specify the evening paper that is "perhaps" the best one published in New York. It is needless to say that PRINTERS' INK looks on from the standpoint of an advertiser. An advertiser is supposed to decide in favor of the paper having the largest daily issue. The wise advertiser often so decides, but not always—far from it. In New York the evening paper having the largest issue is probably the *News*. It has held this position for twenty years, and yet there are many well-to-do New Yorkers who have never seen a copy. It circulates among the poor; we think, among the self-respecting poor; the class who work hard, but have work to do, who live frugally, but pay for what they buy. Next in point of circulation, PRINTERS' INK would place the *Evening World*. No other paper seems to be so industriously pushed into notice by the newsboys; and the smaller the newsboy the greater the package of *Worlds* he attempts to sell. They seem to be bought by the younger, more sporty sort of persons, and to be largely sold to those who take no particular paper with regularity. In point of sale, PRINTERS' INK would assign third place to the *Evening Sun*. This is too well written and too carefully edited to appeal to ignorant readers; and although it is sold for a cent, it is bought and enjoyed by the wealthy and well-to-do even more than by the poor. PRINTERS' INK enjoys the *Sun* more than any other evening paper. As a two-cent paper, the *Telegram* comes into notice, and there must be some persons who read and enjoy it; just who or what they are is not known to PRINTERS' INK; they are doubtless respectable, for the *Telegram* is carefully and cleanly edited. It is well printed, too. The *Commercial Advertiser* has warm friends among the intelligent and well-to-do; but not too many of them. The *Mail and Express* is taken in by the ultra-respectable, ultra-religious, ultra-Republicans, and is a very satisfactory paper, well printed, well patronized by advertisers, and excellent in many respects. Of the *Evening Post*, like the *Pall Mall Gazette*, it may be said that it is "per-

haps the best of our evening papers." No other has so large an advertising patronage. There is not a social club in the city, no matter what its political proclivities may be, that does not take in more copies of the *Post* than of any other evening paper. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting the *Evening Post*.

IT DID ITS PERFECT WORK, NEVERTHELESS.

There are men who have grown to violently dislike the advertisements of certain advertisers; they are instinctively prejudiced against them; they may think it too trivial a matter to speak of, but within themselves they harbor resentment. It may not be because these ads are not good ones, but it illustrates the idiosyncrasies of the observer.

C. E. SEVERN.

A writer for PRINTERS' INK used to be very indignant with a certain advertisement of a condiment much advertised in the cars of the New York elevated roads. It began with the word "methinks," and our friend always thought "what a donkey the man was who wrote that advertisement." From constant observation and mental disapproval he finally discovered that his mind was saturated with the idea that the only good tomato ketchup to be had, outside of the home-made article, was called the Shrewsbury.

DAILY NEWSPAPERS IN THE STATE OF WASHINGTON.

An editorial in the *New York Evening Post* of Dec. 18th.

Some extraordinary revelations as to the newspaper business in the State of Washington are made in a recent issue of the *Tacoma News*. The positive statement is made that, "there is not a city of this State which supports its daily papers, not one." One case is cited where a young man from a Pennsylvania city went to Washington a few years ago with a certified check for \$250,000, and sank practically the whole amount in publishing a newspaper. A lawyer and a financier in the same town lost \$100,000 in another newspaper before they decided to abandon the enterprise. A third case is mentioned, where a similar experiment cost another brace of young men over \$100,000. The reason given for these sacrifices is the pride of the sufferers in the reputation of their city. As one of the victims used to say: "My city would suffer in name, fame and standing among the cities of the country if I should cease to support this enterprise." Indeed, the *News* goes so far as to declare that, "if the newspaper proprietors of the State were to unite in an agreement that they would give the people only the sort of newspapers they paid for, there is not a city from Idaho to the ocean that would not lose caste and credit within a week; the whole State would suffer the most severe blow it could feel." These are truly astounding revelations, but there is a ring of sincerity about them.

IS "BEST" THE RIGHT WORD?

SWEDONA, Mercer Co., Ill., Dec. 15, 1893.
Messrs. Rowell & Co.:

As I am a subscriber to PRINTERS' INK and an advertising patron in a small way, I would like to ask you in regard to the following distributing agencies:

United States Distributing Bureau, 1903 Michigan avenue, Chicago, Ill.

The Trade Advertising Co., 81 Dearborn street, Chicago.

Old Pioneer Distributing Association, 79 Dearborn street, Chicago.

American Advertising and Distributing Association, 103 to 105 Randolph street, Chicago.

American Co-operative Advertising Co., Rooms 13 and 14, 61 Broadway, New York.

I wish to become a circular distributor, and wish to deal with the best firm. I leave room after each for your opinion, or if one is far superior to the others, just say so and do not mention the others.

S. F. TREGO.

MIGHT NEVER HEAR FROM EITHER.

But says an advertiser, "Is there no way of finding out the best medium?" The best way known is by experiment, and that is not always satisfactory. Most advertisers make a failure in this direction for the reason that they try both of the mediums at the same time. You can no more do this than you could test two grades of brandy by pouring them into the same glass and taking a sample sip of the mixture. Carefully prepare copy for your advertisement, select the medium you intend to use, and place it in the medium chosen for a sufficient length of time to allow an opportunity for returns, and carefully watch results. Then place the same advertisement occupying the same space in the other medium for the same length of time; then compare results.—*Western Advertiser, Omaha, Neb.*

ONE "ADMITS" WHAT THE OTHER CLAIMS.

The Chicago *Tribune* frankly admits that "its circulation to-day is the largest of any paper in Chicago." That more cautious precursor, the Chicago *Herald*, daily claims the "largest morning circulation in Chicago."—*Chicago Record, Dec. 14, 1893.*

WHAT IS IT?

The Ansonia (Conn.) *Evening Sentinel* on its first page, as a part of its heading, conspicuously designates itself as a "Combination Paper—Daily and Weekly."

WHY HE FAILED.

From the Boston Globe.

"Another mistake I made," says toy manufacturer Crandall of New York, in explaining the reasons of his failure in business, "was my failure to advertise my change of location. Had I used printer's ink I would not have had to suspend." Printer's ink is something no man in business can get along without nowadays.

LETTERS addressed to the Canadian *Agriculturist* and *Home Journal*, also to the *Ladies' Home Magazine*, of Peterboro, Ontario, come back to the sender bearing a big stamp which reads: "The party addressed is believed to be engaged in a business of a fraudulent character."

THE GROCER DID NOT ADVERTISE.

From the Pittsburgh Messenger.

A few days ago a Pittsburgh citizen cut into a pound of butter which he had purchased at a grocery whose proprietor does not advertise, and found therein a small tin box, which contained a piece of paper bearing the following, written in a neat feminine hand:

"I am a girl 18 years, good looking and an excellent housekeeper. Should this be found by some unmarried Christian gentleman, will he please write to the following address, etc."

The finder, being a bachelor, decided to unravel the affair, and succeeded, only to destroy the romance. The girl who had written the note had died many years ago, leaving an aged husband and a grown family.

SHOW-WINDOW ADVERTISEMENTS.

From the New York Sun.

One of the most popular attractions in the shop windows are the miniature Ferris wheels. They may be seen in all sizes and of every imaginable material, and if they are of the revolving kind a crowd is usually watching with interest. A dry goods firm in Sixth avenue exhibits one of these wheels, made apparently of muslin. In the window of a toy store there is one nearly seven feet high, made of wood, with little Chinese dolls sitting in the cars as passengers. A candy store has one made of peppermint stick twisted in every shape.

COUNTY NEWSPAPERS.

From the Lock Haven (Pa.) Democrat.

The last legislature decided that county newspapers have become valuable as mediums of information, social, legal and political, and has enacted a law directing county commissioners to subscribe for three weekly papers, have them bound in separate volumes and keep them in their offices as books of reference for the use of the public. Each commissioner is to select one of the three weeklies.

NO, NOT ONE!

From the Huntingdon (Pa.) News.

How many county newspapers are there that could live six months if they had to depend upon the income derived from subscriptions? Very few of them would make expenses.

CHOSE THE BETTER PART.

The Omega Chemical Co., 57 South Fifth avenue, New York, assert that they have bought the business formerly conducted by the Skookum Root Grower Co. "That is, we bought outright all their assets, but did not assume any of their liabilities."

CLASSIC.

"Semper Unum Dollari et Halfeo per Annum in Advancibus—GEO. W. CESAR," is the motto of the Bushnell (Ill.) *Record*.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for Bats. E. T. PARKER, Bethlehem, Pa.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 40,964

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

LADIES' HOME JEWEL, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

The Household Pilot, New Haven. Circulation extends into every State and Territory.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

The Housekeeper, Minneapolis, Minn. Circulation, 125,000. Pays Advertisers.

PUBLIC OPINION, Always pays Advertisers. Washington. New York.

PATENTS HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information.

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

Farm-Poultry, Boston, monthly; regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

RAPID ADDRESSING. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

BEST HALF-TONE PORTRAIT, Single col.

\$1.50

CHICAGO PHOTO ENG. CO., 185 Madison.

A COMPARISON

During 1892 **THE EVENING POST** contained 377,862 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

METHODIST MAGAZINE,

TORONTO. the illustrated literary magazine of Canada, established 1875, is one of the (only ten) publications in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 3,406 copies.

WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO.,
RIVERSIDE, N. J.

ADVERTISERS. "Keep your eye on

GODEY'S"

because the reading public are getting, through us,

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

FRENCH ADS.

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. J. S. FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO

METEOR DESPATCH CO.,

23 E. 14th St., New York.

89 State St., Boston.

The Passaic, N. J., News, uses our system.

STUDY LAW AT HOME.

TAKE A COURSE IN THE Sprague Correspondence

School of Law.

(Incorporated.) Send ten cents (stamps) for particulars to

J. COTNER, JR., 152 C Y

DETROIT, MICH.

Telephone Bldg.



WIRE SHELVING

For many purposes possesses advantages over any other kind. It is clean, light, handsome, strong; harbors no vermin, collects no dust, occupies least space. Send for catalog.

POPE RACK CO.,
St. Louis, Mo.

ADVERTISERS

desiring information as to the ways and means of opening up business in

ENGLAND, SOUTH AFRICA, or AUSTRALIA, INDIA,

are invited to communicate with

C. MITCHELL & CO.,

the well-known Advertising Contractors, through whom many of the largest American firms have been introduced to the English and Colonial markets.

50 Years' Experience

in placing the most extensive contracts in the above-named countries has resulted in the certainty of execution under all the most favorable conditions.

C. MITCHELL & CO.,

Compilers and Publishers of "THE NEWSPAPER PRESS DIRECTORY" (40th year of issue); Proprietors of LONDON "FAME," a Journal for Advertisers.

12 & 13 Red Lion Court, Fleet Street, LONDON, E. C.

American Gardening.

*Published the Second and Fourth
Saturday in each Month, by
A. T. De La Mare Printing
and Publishing Co., Ltd.*

AMERICAN GARDENING has absorbed fourteen other horticultural papers and magazines; its readers are the leading men of the community, who have the means to buy whatever is necessary to keep them abreast of the times. Advertisements placed in its columns are carefully considered, answered with an eye to business.

AMERICAN GARDENING is no new candidate for popular favor, and its circulation is greater than that of all the other legitimate gardening papers combined.

We have no axe to grind, no clique to serve, no personal or business associates' advantages to promote; we are not in the seed or flower business.

Short, concise and practical essays in all the divisions of horticulture, current events, popular lessons in the study of botany, witty paragraphs, personals, reports of all flower and horticultural shows, etc., are distinguishing features. Brightest and foremost in all the world for those who love nature, and devoted to the interest of the amateur and professional gardener in the garden, the conservatory and the house. All people in town and country, who appreciate and spend money to adorn their grounds and homes, recognize the value of AMERICAN GARDENING as the best business directory from whence to select their purchases.

ADVERTISING RATES.—Ordinary advertisements, per agate line, 25 cents.

AMERICAN GARDENING, 170 Fulton St., N.Y.
Advertising Department.

**ANYTHING
IN
ADVERTISING**
CHAS. K. HAMMITT,
Two-Thirty-One
BROADWAY,
NEW YORK.

Intelligent Advertising



To Sell Investments,

IF YOU WANT

Bonds, Stocks, or Real
Estate; Obtain Capital
for any purpose,

Advertise

in THE BANKER AND
TRADESMAN, Boston.
Established 1872.

This paper reaches 20,000 business
men weekly.

Send for rates.

**The Banker and Tradesman
Company,**
PUBLISHERS,
220 Devonshire Street, Boston.

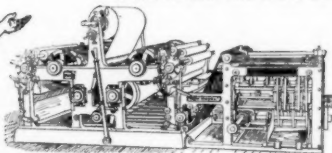
The "New Model" Web.

Campbell Printing Press & Mfg. Co.,
160 William Street, New York.

"WE CAN RUN IT."

Yours truly,

A SMALL MAN AND A BIG BOY.



The Sacred Heart Review

OF BOSTON. THE GREAT RELIGIOUS WEEKLY OF NEW ENGLAND.

A SPECIAL ISSUE — OF — PRINTERS' INK For JANUARY 3d.

The enterprising, moneyed men of a community usually belong to one or more clubs. In the Club Catalogue for 1893 are the names of 2,500 clubs, including social, political, literary, dramatic clubs; sporting, athletic, bicycle and kennel clubs; yacht, boat and canoe clubs. In order to bring PRINTERS' INK to the notice of this influential and progressive class of men, and with a hope of securing subscriptions and bringing under its weekly instructions the members, counting from a few score to several thousand in each club, a sample copy of the issue of January 3, 1894, will be mailed to every one of these addresses. Although this will make a considerable addition to the regular issue of PRINTERS' INK, the regular advertising rates will prevail. Publishers who are desirous of bringing their mediums before the most substantial class of business men should embrace this opportunity. This edition *will reach every clubman*. Advertisements intended for this issue of PRINTERS' INK should be in hand not later than Wednesday, December 27. Address orders to

PRINTERS' INK, 10 Spruce St., New York.



(Copyright, 1893. The Gannett & Morse Concern.)



you know that for pans and pots for the pantry; crockery and cutlery for the kitchen; eatables and drinkables for the dining room; curtains, chairs, and carpets for the chambers; readables and writables for the library; pictures and pretty things for the parlor, and things wearable and tearable; makable and breakable; medical and musical; usable and abusible; sowable and growable; hoeable and mowable—do you know that over **one hundred and fifty million dollars** are expended every month for these things by the one million and a quarter homes to which COMFORT is the key?

If you wish to help yourself to a period of personal prosperity put your advertisement in COMFORT, which has the largest sworn circulation in America. Space of agents or of us. THE GANNETT & MORSE CONCERN, PUBLISHERS, Home Office, Augusta, Maine; Boston, John Hancock Bldg.; New York, Tribune Building.

The New York Recorder.

The appended tables prove that this journal is the favorite business organ of the great advertisers of the metropolis. The record of the number of columns of "displayed advertising" in THE RECORDER, and in the *World* and the *Herald*—the only two papers that can be said to be in competition with it—for the twelve week-days, beginning November 27 and ending December 9, is as follows:

	Recorder Cols.	World Cols.	Herald Cols.
Nov. 27.....	8½	7	4½
Nov. 28.....	11½	9	6½
Nov. 29.....	21½	8½	4½
Nov. 30.....	7½	6½	4
Dec. 1.....	11	7½	5½
Dec. 2.....	10½	8	5½
Dec. 3.....	10½	8½	4½
Dec. 4.....	10½	8½	5½
Dec. 5.....	13½	9½	5½
Dec. 6.....	16½	8½	5
Dec. 7.....	8½	7½	5
Dec. 8.....	11½	8	6
Dec. 9.....	10½	8	5½
Totals.....	142 1-2	95	62 1-4

Put in the form of a problem in proportion, the record would stand thus: As 142½ is to 95, so is the popularity of THE RECORDER among business men to the popularity of the *World* among them. And so in the case of the *Herald*, with a change of figures. THE RECORDER is very proud, indeed, of these three figures in its column, as against the two figures in the columns of its closest competitors.

The record of the last eleven Sundays in the same line of advertising shows that THE RECORDER is away ahead in the race. Here it is, column for column:

	Recorder Cols.	World Cols.	Herald Cols.
Oct. 1.....	87	80	61
Oct. 3.....	86	64	52
Oct. 15.....	73	70	47
Oct. 22.....	89	77	69
Oct. 29.....	87	30	63
Nov. 5.....	69	66	32
Nov. 12.....	80	64	48
Nov. 19.....	75	59	38
Nov. 26.....	86	80	43
Dec. 3.....	82	72	38
Dec. 10.....	218½	106½	75½
Totals.....	1,032 3-4	818 1-2	559 1-4

Three figures against two in the daily exhibit, and four figures as against three in the Sunday one! The numerals are all convincing.

The homekeepers of "the Greater New York" and its sagacious, enterprising merchants have elected THE RECORDER as their favorite journal by an overwhelming circulation and advertising majority. And they do it every day in the week all the year round!

A Review Of the Business For the Past Year

proves more than ever that newspaper advertising pays. Careful and judicious advertisers have done all the business and made all the money this year. Not those who expended large sums in special displays at Chicago, or those who plunged into tempting outside experiments, but those who invested in well considered and legitimate ways through the medium of the press.

This has proved to be the only resource in dull times.

It has been so apparent that already we have orders for 1894 doubling the appropriation for the present year.

Now is the time to make contracts. We shall be glad to confer with all intending advertisers.



If you wish to advertise anything anywhere at any time, write to

The Geo. P. Rowell Advertising Co.,

10 SPRUCE STREET, NEW YORK.

3477
1259

